

Amount Commercial Would Make Child Stop And Think About Not Smoking - Reasons For Opinion *Total Parents Of Children 10 - 14*



	N=	Follow The Leader (205) %
<u>% Saying Very Much</u>		<u>77</u>
Tells you there are other things you can do besides smoking		30
Being a positive role model for his brother		13
Tells teens/older people to set an example by not smoking		12
Practicing sports		11
Tells you not to smoke/an ad about not smoking		11
Tells you smoking is bad for your health/causes health problems		10
To set an example for my siblings/little kids		10
<u>% Saying Somewhat</u>		<u>18</u>
Tells you there are other things you can do besides smoking		25
Practicing sports		17
Tells you not to smoke/an ad about not smoking		11
Being a positive role model for his brother		17
To practice healthy activities		11
Conveys the right message/message was effective		11

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AUG-10-1999 TUE 02:40 PM MARKET DEVELOPMENT INC

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DATE:	August 10, 1999
SUBJECT:	Pages from report
PAGES:	6

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Yen, attached are the charts we discussed for your review. Please let me know if you have any questions or comments. Thanks.

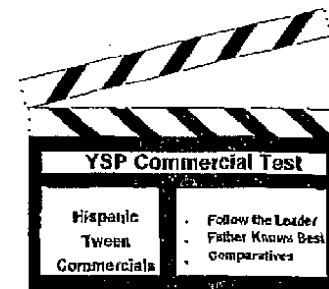
Roxanne

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Summary of Findings



- Among children ages 10-14 and their parents, both Philip Morris USA commercials are very effective in communicating the message "Think. Don't Smoke."
- In comparison to the comparative youth smoking prevention commercials, both PM USA commercials are as effective in communicating this message.
- *Follow The Leader* and *Father Knows Best* perform as well as the comparative commercials in portraying relevant, memorable, appealing characters and situations.

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